DOCUMENT RESUME

ED 344 031 CE 060 781

AUTHOR Akers, Lilialyce
TITLE Entrepreneurs: Women and Minorities.
INSTITUTION Louisville Univ., Ky.
SPONS AGENCY Kentucky State Dept. of Education, Frankfort. Office of Vocational Education.
PUB DATE 13 Jul 87
NOTE 28p.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Business Administration; Craft Workers; Creative Activities; Design Crafts; Distributive Education; *Entrepreneurship; *Females; *Handicrafts; *Marketing; Minority Groups; Needle Trades; *Self Employment; Small Businesses; Womens Education
IDENTIFIERS *Cottage Industry; Kentucky

ABSTRACT

A program was designed to meet the needs of Kentucky women who wished to supplement their incomes by producing articles in their homes for sale. Its three-phase objective was to identify women who already had knitting skills and train them to produce a finished product; to provide basic knowledge about how to run a small business; and to provide knowledge about marketing craft products. An advisory committee was established, instructors were recruited to teach crafts and entrepreneurship concurrently, and an exhibit of the work produced was held at the end of the program. Nineteen women participated in the craft program. Part of its success stemmed from the participants' ability to get an immediate reward for skills learned in each session. The entrepreneurship program focused on running a small business, financing, making a business plan, and marketing principles and strategies. Although sessions were well presented, evaluations indicated that the presenter was either too general in approach or was too advanced for the group. Overall ratings for the two programs were in the good to excellent range. Recommendations were made to improve the crafts and entrepreneurship programs. (Attachments, amounting to over one-half of the report, include the following: program organization chart; schedule of workshops; advisory board members list; financial statement; and art and craft program and entrepreneur program materials, such as staff names, schedule participants list, questionnaire, and evaluation form.) (YLB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

KY875B20 Dup

ED344031

ENTREPRENEURS: WOMEN AND MINORITIES

DR. LILIALYCE AKERS

UNIVERSITY OF LOUISVILLE

KENTUCKY DEPARTMENT OF EDUCATION

VOCATIONAL RESEARCH & DEVELOPMENT

JULY 13, 1987

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☒ This document has been reproduced as received from the person or organization originating it

☐ Minor changes have been made to improve reproduction quality

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

CE 080 781

BEST COPY AVAILABLE

CONTENTS

PROGRAM PURPOSE
OBJECTIVES
PROGRAM PLAN
ACHIEVEMENTS
    CRAFT PROGRAM
    ENTREPRENEUR PROGRAM
EVALUATIONS
    CRAFT PROGRAM
    ENTREPRENEUR PROGRAM
    DIRECTOR'S
RECOMMENDATIONS

ATTACHMENTS

PROGRAM
    ORGANIZATION CHART
    SCHEDULE
    ADVISORY BOARD
    FINANCIAL STATEMENT
ART AND CRAFT PROGRAM
    INSTRUCTORS AND STAFF
    SCHEDULE
    PARTICIPANTS
    QUESTIONNAIRE
    EVALUATION FORM
ENTREPRENEUR PROGRAM
    SCHEDULE AND STAFF
    PARTICIPANTS
    QUESTIONNAIRE
    EBALUATION FORM

ENTREPRENEURSHIP: WOMEN AND MINORITIES

PURPOSE

This program is designed as a multi-phase effort to meet the needs of women who wish to supplement their income by producing articles in their homes for sale.

Kentucky women expend a significant amount of energy producing articles in the form of needle work, knitting and crocheting in their homes and attempt to sell them at fairs, bazaars and craft shows. Unfortunately, many lack a professional finish, and many retail at little profit considering the material costs, time and effort involved.

The women producing these articles need training in two specific areas: how to produce a saleable item, and how to market the item. Many of the women are "home bound", either because of small children or other family responsibilities. Some have no access to local paid employment, or have no requisite skills. Their only available alternative is to produce in their homes. The need to learn how to manage a small business in their home.

OBJECTIVES

This program has a three phase objective:

* Identify women who already have knitting skills, and train them to produce a finished product. The training will focus on the use of color and original design, especially the use of contemporary color combination and contemporary design for todays market - the designer market that commands the higher prices for hand made goods.

* Provide the basic knowledge about how to run a small business, with a focus on running a business from the home.

* Knowledge about marketing craft products - how to identify the markets, and where to locate the resources necessary to market the products.

PROGRAM PLAN

Initally, in planning the program, there were discussions with various persons in craft organizations, visits to craft shops and discussions with university and private organizations teaching small business courses.

At the start, an advisory committee was formed to assist in the development of the program. (See Advisory Member List) The program was designed to teach knitting and a second phase, to run concurrently, was designed to teach running a small business from the home and marketing. (See program plans)

Instructors to teach both crafts and entrepreneurship were recruited from craft guilds and the universities, Small Business Administration, and local and state agencies.

The opportunity to participate in the program was publicized through the Homemakers Program, local churches, especially in low and middle income areas, in craft shops, through women's organizations - Older Womens League, League of Women Voters, YWCA, Parent Teachers Associations, and the Urban League. Flyers, letters, phone calls, visits to organizations, newspaper and radio announcements were used. Posters were put in g cery stores and in retirement residences.

The original plan was to house the program in the YWCA, but because of internal problems, the YWCA was unable to accommodate the program, and it was transferred to the Kling Center. Unfortunately, the transfer cost the lost of considerable time. The Y was faced with the problem of selling the facility and felt it could not keep its commitment to the program. Consequently the program was modified to the present form. (See program outlines)

Staff was recruited to help administer the program. An assistant director and a site superviser were hired. A Coordinator for planning and monitoring the entrepreneurship component, and for preparing all the materals was recruited. (See Organization Chart).

Registration and orientation began February 24th, and classes were held every Tuesday from 2-4 p.m. at the Kling Center for the Craft component, and every Thursday from 2 - 4 p.m. for the entrepreneur component.

Nineteen women registered for the craft program, and twenty-one women registered for the enterpreneurship component. Nine of these women signed up for both courses. The women ranged from 21 to 67 years of age. There were four minority women in the group. None of the women were employed and the majority of the women were seeking supplemental income. A few of the women simply wanted to learn to improve their knitting skills to provide a better product for members of their families as a way of contributing to improving the life style of the family by providing items they could not purchase. The women in the craft program were fairly faithful in attending regularly. Those that had to miss a session did so with regret.

One of the most satisfying aspects of the program was the ability of one of the older members of the group to teach the group, including the instructors, the lost art of making "hairpin lace." She produced a spectacular wedding dress made of the lace.

At the end of the program, an exhibit of the work produced was held for public viewing along with a reception. It was well attended and the work was uniformly excellent. Not only was there a feeling of satisfaction with the learning accomplished, but there was a genuine feeling of friendship among the members and a real affection for the instructors.

The entrepreneurship component was the more difficult of the two classes. There was a constant changing of instructors, and the composition of the group also was not as constant as the craft group. In addition, there was not the same opportunity to mix and share as in the preceeding group. The craft group broke into small units and worked as teams. They also received a great deal of individual attention. The marketing and small business group stayed as a group of the whole and had a more structured lecture format.

C R A F T P R O G R A M

The Craft Program met every Tuesday Afternoon from 2 - 4 p.m. at the Kling Center. Registration and orientation began February 24 through March 4, and classes began on March 10. The classes ended with an exhibit of the products made in class, and a reception on May 7, 1987.

Notices were sent to each particpant prior to the meetings. Particpants were asked to evaluate the sessions and to indicate specific needs to the instructors. A final evaluation was made at the last session.

Refreshments were served at each meeting during a mid-session break.

A series of three instructors met with the group at each session. Evidently, there is no formal instruction on how to teach crafts, and most of the work is done on an individual basis. Because it required so much individual attention, there was one instructor assigned to each five or six participants. The problem is compounded by the fact that each person moves at her own pace.

Most classes began with class instruction, but soon broke down into small groups and individual attention. On two occasions, specialists in design and contemporary color combinations were brought in to instruct the group.

There were nineteen women registered for the class. Four were minority women. Most of the women were from low income families, and the majority were single parent women. Nine of these women also participated in the entrepreneurship program.

There is inadequate printed materials for the crafts program, and a great deal had to be produced and reproduced for the sessions. Part of the success of this component was the ability for the participants to get immediate gratification for the skills learned in a single session. This immediate reward was motivation to practice at home and to bring a product for her colleagues to enjoy at the next meeting. Additionally, the women were eager to complete an article in the short time span available, and worked diligently at the learning process.

There was discussion on forming a purchasing group to obtain materials at cut rates, and numerous requests for continuation of the group. The demand for the sessions increased with each session. It was encouraging to see the amount of progress that was made in the short time span. There needs to be a follow-up program to complete with project.

ENTREPRENEURSHIP PROGRAM

The Entrepreneurship Program began on February 24 with registration and an orientation session. The first formal class began on March 12. It met every Thursday from 2 - 4 p.m. at the Kling Center. The class ended with a reception for the public - the class' family and friends - together with the Craft Program participants on May 7.

The program focused on running a small business with the Kentucky Department of Commerce, Small Business Development, and the U S Small Business Administration conducting sessions on the subject. This also included the subjects of financing and making a business plan.

Marketing principles and strategies were discussed with Dr. Steven Merker of the University of Louisville. Kentucky Department of Arts and Crafts discussed resources available through their facilities as well as other resources women could draw on for assistance. The Louisville and Jefferson County Economic Development Office also discussed what the local area could offer and where resources could be located. Several local women discussed their enterprises and difficulties they encountered and problem solving. The field trip originally scheduled had to be cancelled.

The sessions were well presented, but each lacked a special ingredient that could have improved its effectiveness. Either the presenter was too general in his approach, or was to advanced for the group. The Kentucky Department of Crafts presenter, Fran Redman, was perhaps best able to communicate with the women. This in part was because she was presenting data that related directly to what most of the women were producing and wanting to market.

The sessions were more formal in structure, and followed the format of lecture and questions and answers. When the lectures were too general or too advanced, they frequently did not elicit a great deal of discussion. On the other hand, the materials available were excellent and there was a wide variety available. Additionally, women were encouraged to come and make appointments for individual consideration. Many of the women agreed to take advantage of this opportunity. They were advised that all of the consultation would be at no cost to them. Consequently, they had knowledge of resources when they wanted to avail themselves of it.

Subsequent sessions should have more "hands-on" learning involved. There should be exercises in making business plans, etc. Discussions, and viewing materials did not seem to be sufficient for novices in the area.

If repeated, or continued, the sessions should be of longer duration, perhaps all day, or all afternoon to allow for more indepth attention, and for exercises to reinforce the lectures.

Evaluations

An evaluation form for each of the two programs was provided to the participants who were asked to assess the sessions. Overall the ratings have been in the good to excellent range. A rating on each of the sessions follows. (Rating Forms attached)

ENTREPRENEURSHIP WORKSHOPS EVALUATION

Objectives

There was concensus that objectives stated for each workshop had been met. The degree to which they were met was judged to be good. The presentation by the representative of the Kentucky Department of Arts was judged by all to be excellent. The next highest ranking was for the presentation by the Louisville and Jefferson County Economic Development Program.

Materials

The materials distributed were judged to be excellent by all of the presenters as was the usefulness of the materials.

Length of Sessions

The length of the sessions ranked about a 4 out of a possible 5 rank. The materials covered were of an advanced level, and either the participants were not able to accommodate additional material, or they needed more time to digest it.

Presenters

The presenters were ranked high in preparedness, in allowing opportunity to discuss issues, and knowledgable about the subject n subsequent discussions, the women indicated that they needed more specific information than some of the presenters provided. They did not feel sufficiently knowledgable themselves to ask questions, and in many cases, did not know what questions to ask. They may have been overwhelmed with the volume of material presented and needed more time to read data distributed.

ARTS AND CRAFTS PROGRAM EVALUATIONS

Objectives

The participants agreed that the objectives of the program were met. They agreed also that the program exceeded their expectations. They judged the quality of the presentations to be excellent in every case.

Sessions
Presenters

They ranked the sessions and the presenters high. The women enjoyed the learning process and took great pride in their work. Almost immediately their evolved a warm, friendly atmosphere. This was partly a result of a less formal structure, While each class began with a general presentation,

it soon broke into small work teams or five or six persons who shared their problem solving and triumphs. Additionally, there was a great deal of individual attention by the instructors. Everyone knew every other member by name and they worked together on their projects outside of the class.

The opportunity to obtain immediate results was sufficient motivation for the women to continue with enthusiasm in the program. Each of the participants showed significant progress and was pleased with the results of her efforts. The class ended with an exhibit of their work that warranted awards.

DIRECTOR'S EVALUATION

The time limitation was the greatest deterrent in achieving the goals originally planned. With the YWCA withdrawing from the program well into the time frame, and the need to re-establsh a base and staff, several months were lost. Within the time frame available, remarkable progress was made.

In the craft program, women learned the basics of new color combinations and pattern alteration. Each women designed and made a finished, professional product. However, there was not sufficient time to experiment with other patterns and color combinations.

It was rewarding to have each women request that the program be continued. With further education, these women could be producing unique products in their field for which there is an increasing market. This could represent a significant income supplement for these low income persons.

The entrepreneurship program was more formally structured, and it appeared to be presented very professionally, but sometimes in too general terms, and on other occasions, in too advanced a form. There was not time for any "hands-on" experiences that could have reinforced the concept learning. The materials provided were excellent, and all of the women were assured by more than one agency, that they could schedule sessions on an individual basis to get counseling on their ventures. They did learn what resources were available to them in the community.

It was difficult for the women to schedule eleven or twelve consecutive weeks for classes. Since the sessions were incremental, missing a session left a void difficult to bridge.

While there is a critical need for this type of training for these women, they still lack the confidence to engage seriously in entrepreneurship. This is particularly true of women in cottage industry. Even here, there is still the "employee" mentality. Women need more apprenticeship experience in this field.

RECOMMENDATIONS

Crafts - Knitting

There should be more exercises in experimenting with color combinations, different types of materials (wool, silk, cotton, etc.), combinations of materials, etc. There should be exercises in designing original patterns, not only pattern alteration. Much of this can be paper exercises. This class was an intermediate step and needs to be completed in order for women to make products that are wholesaling for $ 200. and up. Kentucky should tap that market.

There should be field trips to view products that sell in that price range to see how they are finished and retailed. They should visit yarn and knit shops to learn what is available and what the newest products on the market are. They should visit craft shows that are refereed to see what others are producing in their field. They should visit the art galleries to expand their horizons.

Unless women have these opportunities, they will be unable to compete in the marketplace with their products. There is a keen interest among women in improving their skills in making products they are comfortable with and like producing. There is a willingness to learn that should be encouraged.

Entrepreneurship

The entrepreneur program needs to be structured to reach women who have no experience and no background in running a business. The approach needs to be very basic, and incorporate "hands-on" exercises that reinforce the concepts being discussed. There needs to be very specific step-by-step instruction. A lecture format was not the best learning experience in this case.

Two hour sessions, once a week, did not allow sufficient time in one session to digest the material presented. Sessions should be of a longer duration to allow for exercises, and a slower presentation of specific data.

Sessions could be scheduled for a half or full day and be limited to a specific subject. This would allow women to choose the issues they need and would not require attendance at every session. Meetings were difficult for women to schedule every week.

With the increase in cottage industries, it is critical that women be taught entrepreneurship, or they will succumb to the "employee" status in their homes which has been very unsatisfactory in past history. To encourage entrepreneurship, the training must build confidence and have appeal. This will require field trips were they can view women managing their own small businesses, have small sessions with successful business women, or serve as apprenticeses in small business ventures. Case study methods might build confidence. Women have the ability, they need the training and experience.

P R O G R A M

ORGANIZATION CHART

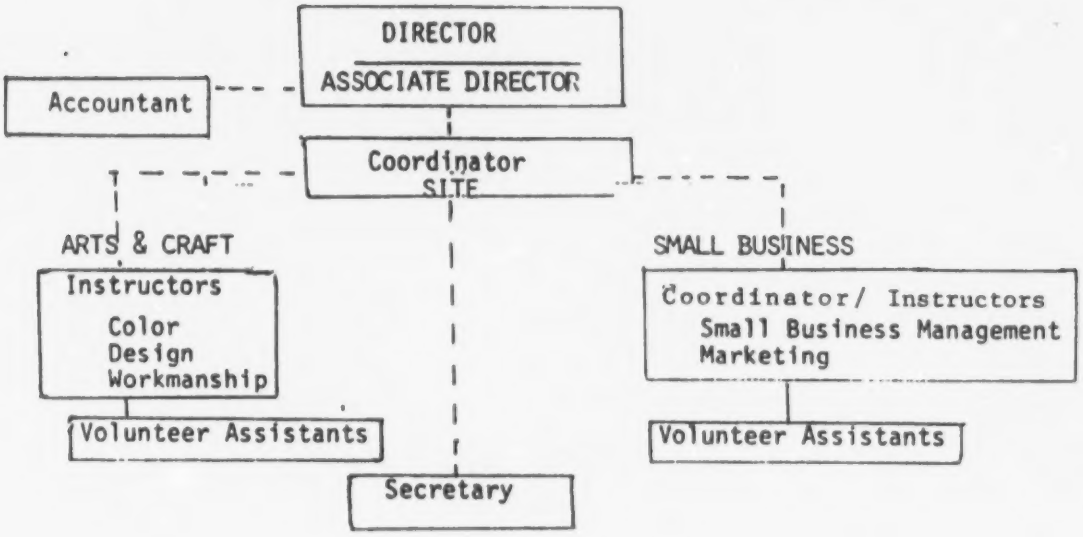
SCHEDULE OF WORKSHOPS

ADVISORY BOARD

FINANCIAL STATEMENT

ENTREPRENEURS: WOMEN AND MINORITIES

ORGANIZATION CHART



SPONSORING AGENCIES

* UNIVERSITY OF LOUISVILLE
* OLDER WOMEN'S LEAGUE
* URBAN LEAGUE
* ZONTA

SEMINAR AND WORKSHOP SCHEDULES

	TUESDAYS 1:30 - 4 p.m.	THURSDAYS 2:00 - 4 p.m.	ART & CRAFT KNITTING/CROCHETING Workmanship Color Design
February	24 ART & CRAFT Registration	26 ENTREPRENEURSHIP Registration	
March	3 ART & CRAFT Registration/Orientation	5 ENTREPRENUERSHIP Registration/Orientation	
March	10 ART & CRAFT	12 ENTREPRENEURSHIP	ENTREPRENEURSHIP RUNNING A SMALL BUSINESS Marketing
March	17 ART & CRAFT	19 ENTREPENEURSHIP	
March	24 ART & CRAFT	26 ENTREPRENEURSHIP	
March	31 ART & CRAFT	April 2 ENTREPRENEURSHIP	
April	7 ART & CRAFT	9 ENTREPRENEURSHIP	
April	14 ART & CRAFT	16 ENTREPRENEURSHIP	
April	21 ART & CRAFT	28 ENTREPRENEURSHIP	
April	28 ART & CRAFT	30 ENTREPRENEURSHIP	
May	5 ART & CRAFT	7 ENTREPRENEURSHIP	

ENTREPRENEURSHIP: WOMEN AND MINORITIES

ADVISORY BOARD

SUE SMITH
BANKING CONSULTANT
4002 St. Ives Court
Louisville, KY 40207

PHYLLIS ATIBA
PROGRAM DIRECTOR
Urban League
Louisville 40203

BESSIE KING
DEPUTY DIRECTOR, HUD
539 River City Mall
Louisville, 40202

CARRIE DONALD
ASSOCIATE DIRECTOR
GOVERNMENT LAW CENTER, U OF L
Louisville, KY 40292

DEBORAH TURNER
PRIVATE INDUSTRY COUNCIL
Fincastle building
305 W. Broadway
Louisville 40202

BETTY GRIFFIN
HUMAN RELATIONS DIRECTOR
Tom Payette Buick
3700 Frankfort Avenue
Louisville 40207

ELEANOR NUTT
CONFERENCE SPEAKER
1556 Cherokee Raod
Louisville 40205

LINDA SCHOLLE
ATTORNEY
YWCA PROGAM COMMITTEE CHAIR
1747 Sulgrave Road
Louisville 40205

CATHY HUCK
FINANCIAL ADVISOR
Cumberland Bank
Louisville 40202

DORIS KNIPP
PRESIDENT, OLDER WOMENS LEAGUE
1402 Anna Lane
Louisville 40216

MARY JO BERRY
ARTIST
Turner Station
Kentucky 40075

ANN OLMSTEAD
DIRECTOR OF MARKETING
CHI CHI'S, INC.
Louisville, 40232

FINANCIAL STATEMENT

EXPENDITURES

INSTRUCTION

CRAFTS

Martha Maier	$ 450.00
Marilyn Heath	500.00
Joan klein	500.00
Deanna Pelfry	100.00
Sally Wright	480.00
Doris Knipp	1200.00

ENTREPRENEURSHIP

Manee Hongsumbud	1535.00
SCORE: Cliff Stiggers	200.00
Dr. Steve Merker	400.00

DIRECTOR

Dr. Lilialyce Akers	2150.00
TOTAL	$ 7315.00

OPERATING EXPENSES

Postage	160.71
Printing	70.87
Supplies	166.71
Refreshments	151.27
TOTAL	549.56

TRAVEL 172.00

TOTAL $ 8236.56

ENTREPRENEURSHIP: WOMEN & MINORITIES

KLING CENTER

FEBRUARY 24, 26 - REGISTRATION
KLING CENTER
2 - 4 P.M.

MARCH 3, 5. REGISTRATION AND
ORIENTATION

YOU MAY REGISTER FOR ARTS AND CRAFTS SESSIONS, OR FOR ENTREPRENEURSHIP WHICH WILL COVER STARTING A SMALL BUSINESS AND MARKETING. YOU ARE ENCOURAGED TO REGISTER FOR BOTH CLASSES IF YOU PLAN TO MARKET YOUR CRAFT PRODUCTS.

IF YOU ARE INTERESTED IN THE CRAFTS SESSIONS, YOU MUST BRING A SAMPLE OF YOUR WORK FOR REFEREE JUDGING. ONLY INDIVIDUALS WITH KNOWLEDGE OF KNITTING WILL BE ADMITTED TO THE SEMINARS. THIS IS NOT A BEGINNING CLASS, BUT AN ADVANCED CLASS IN PRODUCING A PROFESSIONAL PRODUCT.

ART AND CRAFT PROGRAM

INSTRUCTORS AND STAFF

WORKSHOP SCHEDULE

PARTICIPANTS

QUESTIONNAIRE

EVALUATION FORM

ADVANCED KNITTING WORKSHOPS

DIRECTOR

Dr. Lilialyce Akers
588-6836

ASSISTANT DIRECTOR

Doris Knipp
368-8665

SITE DIRECTOR

Sally Wright

INSTRUCTORS

Jo Annn Klein

Martha Maier

Marilyn Heath

Mary Jo Berry
Consultant

KLING CENTER
219 W. Ormsby
636-3424

Tuesdays, 2 - 4 p.m. from
March 10 - 7, 1987

1987

ADVANCED KNITTING WORKSHOP SCHEDULE

FEB 24 - MARCH 5 REGISTRATION AND ORIENTATION

MARCH 10 FASHION - WHAT TODAY'S WOMAN IS BUYING
DESIGN, COLOR, TEXTURE
THE SELF-IMAGE
PELFREY ASSOCIATES

MARCH 17 MAKING A QUALITY PRODUCT (FOCUS ON SWEATERS)
*SUPPLIES: YARN, NEEDLES, ETC.
*TIME; PATTERN, KNITTER, BUYER
*USE OF COLOR
*CONTEMPORARY MARKET (SAMPLES OF ABOVE)
*HOW TO CHOOSE PATTERNS
DIVIDE CLASS AND WORK WITH GROUP ON
SELECTION OF PATTERNS
HELP INDIVIDUALS SELECT PATTERNS

MARCH 24 CREATIVE EXPLORATION - MAKING AN ORIGINAL
WORK WITH GROUP (DIVIDED) TO APPROVE
CONCEPT AND MATERIALS
(WOMEN SHOULD HAVE NECESSARY SUPPLIES)
SHARE IDEAS WITH ENTIRE GROUP - WOMEN
TAKE NOTES FOR FUTURE IDEAS.

START WORK ON SWEATER

MARCH 31- APRIL 7, 14 PROFESSIONAL DESIGN - PATTERN ALTERATION
WORK ON - SUPPLEMENT WITH INFORMATION
ON PATTERN ALTERATION, NEW DESIGN, CREATIVE
COLOR COMBINATIONS, ETC.
CRITIQUE WORK, INDIVIDUAL INSTRUCTION
DISCUSS PROBLEMS IN GROUP - SHARE
SOLUTIONS
MAKE ASSIGNMENTS

APRIL 21 FINISHING THE PRODUCT - PROFESSIONALISM
GROUP AND INDIVIDUAL INSTRUCTION

APRIL 27 CRITIQUING THE PRODUCT - WHAT IS SALEABLE
GROUP ACTIVITY

MAY 7, EXHIBITION OF CLASS PRODUCTS AND RECEPTION FOR PUBLIC

ARTS AND CRAFTS PARTICIPANTS

MYRA ALWES
NANCY COWELL
EVERDEEN FERGUSON
TINA GATEWOOD
EVELYN HARRISON
KAREN HARTFORD
JANE HEWITT
AUDREY HINTON
CONNIE HORTON
MATHA ISEBEG
FRANCIS LYONS
REGINA LYONS
WANDA LYONS
SARA MC DOWELL
LIBBY MILLS
MARY MOSER
EMILY QUAN
DOTTIE STEINMETZ
EVELYN WEBB

ARTS AND CRAFTS: WOMEN AND MINORITIES

QUESTIONNAIRE

NAME _____

ADDRESS _____

PHONE _____

WHY ARE YOU INTERESTED IN ADVANCED KNITTING?

_____

_____

DO YOU MARKET YOUR KNITTING?_____

IF YES, HOW AND WHERE? _____

_____

HAVE YOU EVER HAD LESSONS IN KNITTING? _____

_____

HAVE YOU EVER HAD TRAINING IN SELLING ? _____

IF YES, WHAT TRAINING? _____

_____

WHAT WOULD YOU LIKE TO LEARN FROM THIS PROGRAM? _____

_____

_____

PLEASE BRING EXAMPLES OF YOUR WORK TO THE FIRST SESSION.

ART AND CRAFT WORKSHOP SESSIONS

EVALUATION FORM

This Evaluation Form is designed for you to advise us of the value of this workshop for you. Please indicate how helpful the session was for you in its preparation and presentation. This will help in the planning of other training opportunities. Also indicate why you rated sessions as poor.

1. Were the sessions helpful? _____

2. Did they meet your expectations? _____

   If no, why? _____

   _____

3. Please rate the quality of the presentations.

1	2	3	4	5
Low				High

4. Rate the materials presented

1	2	3	4	5

5. Uselfulness of the Information

1	2	3	4	5

6. Length of the session

1	2	3	4	5

7. Rate the presentor

1	2	3	4	5

8. Rate the individual instruction

1	2	3	4	5

9. Was there sufficient opportunity to get the individual help you needed?

1	2	3	4	5

10. Was the atmosphere conducive to good learning?

1	2	3	4	5

Indicate any changes you would like to see made in the program

_____

ENTREPRENEURSHIP WORKSHOP

SCHEDULE AND STAFF

PARTICIPANTS

QUESTIONNAIRE

EVALUATION FORM

ENTREPRENEURSHIP SCHEDULE

Dr. Lilialyce Akers, Director

Doris Knipp, Assistant Director

Manee Hongsumbud, Coordinator

February 24, March 3 Registration and Orientation

March 12 Overview of Running a Small Business
Norris Christian, Kentucky Department of Commerce, Small Business Development

March 19 Elements of a Small Business; Legal Accounting Taxes
Clifford Stiggers, U.S. Small Business Administration, SCORE

March 26 Financing: The Business Plan; Your Needs, the Prices; Resources.
Clifford Stiggers, U.S. Small Business Administration, SCORE

April 2 Marketing Principles
Dr. Steven Merker, Urban Program Development, University of Louisville

April 9 Marketing Strategies
Dr. Steven Merker, Urban Program Development, University of Louisville

April 16 Field Trip
Small Business in Operation
Visit to Industry Catering to Women's Interests

April 23 Discussions with Women who Run Small Businesses
and
What Kentucky Can Offer to Women
Fran Redman, Crafts Program Manager
Kentucky Department of Arts

April 30 Resources for Women in Business
Louisville and Jefferson County Economic Development Program
Kathy Slay, Development Specialist

May 7 Reception and Exhibition - Faculty, and Entrepreneurs

ENTREPRENEURSHIP PROGRAM

INSTRUCTORS

Norris Christian
KENTUCKY DEPARTMENT OF COMMERCE
SMALL BUSINESS DEVELOPMENT

Clifford Stiggers
U.S. SMALL BUSINESS ADMINISTRATION
SCORE

Dr. Steven Merker
UNIVERSITY OF LOUISVILLE
URBAN PROGRAM DEVELOPMENT

Fran Redman
KENTUCKY DEPARTMENT OF ARTS

Kathy Slay
LOUISVILLE AND JEFFERSON COUNTY
ECONOMIC DEVELOPMENT PROGRAM

Manee Hongsumbud
ACCOUNTANT

ENTREPRENEURSHIP PARTICIPANTS

MYRA ALWES
BONNIE BARTAM
MARIANNE BOOTH
MARGARET CHASE
NORMA CRIDER
EMMA FUGATE
TINA GATEWOOD
BETTY GRIFFIN
EVELYN HARRISON
JANE HEWITT
AUDREY HINTON
CONNIE HORTON
JOAN MAIER
JEAN MC GINNIS
LIBBY MILLS
EMILY QUAN
DEBRA SAUNDERS
NANCY SCHULTON
DOOTIE STEINMETZ
MARIE TUCKER
EVELYN WEBB

WOMEN AND ENTREPRENEURSHIP

QUESTIONNAIRE

NAME _____

ADDRESS _____

PHONE _____

WHY ARE YOU INTERESTED IN RUNNING A SMALL BUSINESS?

I AM PRESENTLY RUNNING A BUSINESS _____

I WANT TO START A BUSINESS _____

IN MY HOME _____

IN A SHOP _____

IN AN OFFICE _____

UNDECIDED _____

YOUR BUSINESS EXPERIENCE

WORKED IN A SMALL BUSINESS _____

IF YOU DID, PLEASE INDICATE YOUR POSITION _____

PREVIOUSLY OPERATED A SMALL BUSINESS _____

WAS EMPLOYED IN A BUSINESS, BUT NOT A SMALL ONE _____

WHAT DO YOU WANT TO LEARN FROM THIS PROGRAM? PLEASE LIST SPECIFIC ITEMS YOU WANT COVERED.

_____

_____

_____

_____

_____

ENTREPRENEURSHIP EVALUATION FORM

Session _____ DATE: _____

This form is designed to help you evaluate the total value of this learning experience. Your candid feedback on how well the program was prepared and presented will help in planning quality training opportunities in the future. When your ratings are low, please cite the specific reasons on the reverse side of this form.

1. Were the objectives clearly stated? Yes_____ No_____

2. To what degree did this program fulfill your expectations based upon the objectives stated at the beginning of the session?

1	2	3	4	5
Poor	Fair	Average	Good	Excellent

3. Rate the overall quality of the presentations 1 2 3 4 5 (Low ... High)

   a. Design format and sequence 1 2 3 4 5 (Low ... High)

   b. Materials: binder, handouts, audio-visuals 1 2 3 4 5 (Low ... High)

   c. Usefulness of information 1 2 3 4 5 (Low ... High)

   d. Length of session 1 2 3 4 5 (Low ... High)

4. Rate the overall quality of the presentators 1 2 3 4 5 (Low ... High)

   a. Well Prepared 1 2 3 4 5 (Low ... High)

   b. Opportunity for discussion: responsive to questions 1 2 3 4 5 (Low ... High)

   c. Knowledgeable about subject presented 1 2 3 4 5 (Low ... High)